

571  
T3  
opy 1

# The Producers' Marketing Guide

---

The Latest System on Marketing

---



**Price, 50 Cents**

Published at New Paris, Indiana, U. S. of A.

gl

# ....The....

# Producer's Marketing Guide

---

The Connecting Link Between  
PRODUCER AND CONSUMER

---

Copyrighted 1915

GROVER C. TARMAN  
" "  
LAWRENCE LEER  
Authors

---

PUBLISHED BY THE  
Producer's Marketing Guide Company  
NEW PARIS, INDIANA

9511  
T3

11  
11  
11

B.C. 50

SEP 30 1915

©CLIA 409893

No. 1

## PREFACE

**I**F THIS book acts as a factor in awakening the farmers of this country to the possibilities of marketing, if it serves as a means to supply the city people with fresh, wholesome food, it has accomplished its purpose.

It is not presumed that people who have spent many years of their life on the farm are ignorant of all the facts mentioned in this work, but the way suggested for preparing products is given for those who do not know and with a possibility of improving some other producer's method. For these purposes we submit this work to the public.

Authors.

## INTRODUCTORY.

1. It is the purpose of this book and the intention of the authors to bridge that vast chasm between the producer and the consumer.

Those who work hardest in this world reap the smallest profit. Those who do the drudgery in the factory, mine, or sweat shop pay the highest prices for their scanty living. Our system is wrong. Producers, or farmers, must deal with consumers. Middlemen are the parasites of the other classes. They produce nothing. They live from the sweat of other people's toil. When an article leaves the farmer's hands and reaches the consumer at a double price everyone wonders why. More has been said in the last decade about the high cost of living than in 50 years preceding.

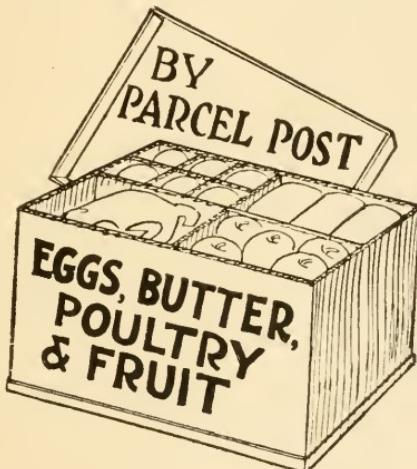
It will be shown in this book how to increase the farmers' profit 25% and at the same time lessen the consumers' cost 20%.

The problem of marketing is just as important a feature of farm work as production. Two sides must be considered on the question of marketing; first, the city housewife, and, second, the farmer. Under present marketing conditions the housewife complains that after paying what seems to her exorbitant prices for eggs she seldom obtains a really fresh one, and a large percentage of those purchased are absolutely unfit for food. The farmer complains that after feeding his hens and caring for them during the long unprofitable winter months he is only paid 15 cents per dozen for eggs, while they retail at 30 cents in the nearby large cities.

We are indeed thankful that a remedy exists which will change these conditions. Our law-makers have provided a remedy in the shape of the Parcel Post Law. Today eggs or any product can reach the consumer one hundred miles away in ten hours after it has been produced. Who will gain by this new system? The consumer will gladly pay 30 cents for a dozen strictly fresh eggs rather than 30 cents for nine stale

and three rotten ones. And what will be the farmer's comment? Five cents for mailing and packing will leave him a profit of 10 cents above the regular market price. Who will suffer? Those who will be forced to work on account of this system.

It was for the producer and consumer that Congress passed the Parcel Post Law. Many people make use of Parcel Post



but not in the way of marketing produce. They must learn to create a demand for their produce, as making sales in nearby towns and cities. The day is past when people look for quantity instead of quality. The method of being supplied with fresh country products direct from the producer is now in its infancy, and the farmer who awakens to this fact will be gathering the golden harvest of today's middleman.

### RESULTS OF TRIED EXPERIMENTS.

2. During the month of January, 1915, the manager of the E. M. Hatfield store at New Paris, Ind., began to notice a loss which originated from farmers' produce. He immediately took steps to eliminate this loss. He got in touch with the Post Office Department in Chicago and received a permit to have the store's name listed as a producer on their list of "From Farm to Table via Pareel Post". The results of this

experiment was not sufficiently large to market all the produce, so an advertisement was inserted in the Chicago Tribune that brought the desired result. Newspapers are all willing to assist and make special efforts to call the attention of consumers to the way to obtain fresh country produce. Today there are no losses from this source, but instead the consumers are taking more than the surplus accumulated. The advertising was continued until March. Many days the sales amounted to from three to five cases of eggs and a large quantity of butter. This produce was delivered postpaid to the consumer at a reasonable price and netted the shipper from two to four dollars profit more than would have been received had it been sold to hucksters or jobbers. On June 2, sales amounted to \$12.25 netting \$2.17, a gain of  $21\frac{1}{2}\%$  on the investment. Day after day each mail brings orders as well as compliments from satisfied customers. The business has grown so that extra help is required to care for it.

These facts show that at present the real producer does not get full pay for his labor, and will not until he heeds to better marketing. Success depends upon quality and preparation of products. They must show real value to the consumer.

These experiments are facts. Reference is made to one who has had the personal experience. G. C. Tarman, Manager, E. M. Hatfield Store, New Paris, Indiana.

### **MEANING OF FROM PRODUCER TO CONSUMER.**

3. The producer is the person who produces any product. The consumer is the one who uses, or consumes. This does away with the middle men who produce nothing but live from other people's toil.

### **MEANING OF PARCEL POST.**

4. This means the sending of parcels or packages by mail.

### **MEANING OF EXPRESS.**

5. Express means the rapid delivery of packages to all parts of the country.

### **\* GAINING CUSTOMERS.**

6. The obtaining or gaining of patronage in the mar-

keting from Farm to Table or from Producer to Consumer can be accomplished in different ways. Before going farther—take a look over the field where business is to be had. You cannot find a town with a population of 10,000, or more, but that producers can find an ample amount of customers without going to larger cities. But producers may select their own field for operating. If one desires to work a large city, none better can be found than a manufacturing, or mining center, where there is no possible chance for a local supply to affect the markets of the products one has to sell. The United States has a population in excess of 100,000,000, each person using more or less of these products three times a day. Taking one-half as consumers who have to purchase their supplies it would require a market beyond comprehension to supply their wants.

#### **FRIENDS AND RELATIVES AID.**

7. Every producer in our country has friends, or relatives in some large city. Suppose he writes to each one of these friends, tells them what he has to sell, let them tell their city friends or neighbors, or distribute some of his cards. Let them know he will guarantee satisfaction and soon inquiries will begin to come in, which means that desirable results are sure to follow. Give each customer some sort of an inducement to get new customers.

#### **NEWSPAPER AID.**

8. Gaining customers by means of newspapers. Locate the town or towns in which you desire to operate. Next—find out which paper has the largest circulation and get their rates. Then ask whether they will index advertisements so it can be found easily, also whether they will make special mention of advertisement under a special heading, as, FRESH COUNTRY PRODUCE, or, FARM PRODUCE BY PARCEL POST, See section .... of Adv.

#### **RESULTS OF NEWSPAPER ADVERTISING.**

9. The writer being one of the first to work in this new field, has had many communications upon results from different newspapers, and the following was submitted to the Chicago Daily Tribune, as copied :

"Mr. Hatfield writes a letter regarding his experience in advertising his produce through the Tribune—stating that he received ten orders from one advertisement. Mr. Hatfield makes an excellent point in his letter—that utmost care should be exercised to gain a reputation for quality of goods and fair dealing.

Having spent \$12.00 in advertising to date, have gained one hundred and nineteen customers, and sell practically all the store's output of produce and at times have had to buy additional supplies which net a nice dividend. On eggs, the prices quoted in case lots was about two to four cents above the local market. In smaller quantities eggs netted four to five cents per dozen all summer. Butter netted from four to six cents above local market. Formerly the loss in selling to packers would be from four to ten cents per pound, so the gain was pleasing. When prices were declining during March former losses were turned to gains of from 3 to 10 cents per dozen. Average gain in case quantities was 3 cents per dozen, however, several instances the gain was 6 cents. For these reasons this way of marketing is recommended.

#### ORDERS RECEIVED FROM AD.

10.

Chicago, Ill., March 8, 1915.

- (1) Mr. E. M. Hatfield,  
New Paris, Indiana.

Dear Sir:—Mr. S——— has told me you are selling eggs and sending into Chicago, I think he said in three dozen lots by Parcel Post. If you do will you let me know what you charge and how I can get them. Yours respectfully,

MRS. W. W.

Chicago, Ill., March 8, 1915

- (2) Mr. E. M. Hatfield,  
New Paris Indiana.

Dear Sir:—As per your Ad. in Chicago Tribune, I enclose herewith a check for \$1.50 for which please send be by Parcel Post six dozen eggs at 25 cents per dozen. Your truly,

D. W. F.

Chicago, Ill., March 8, 1915

(3) Mr. E. M. Hatfield,  
New Paris, Indiana.

Dear Sir:—Enclosed find Post Office Money Order for \$1.50 for which please send me 6 dozen fresh eggs at once, as we are out. Butter came in fine shape. Let me know what else you have to offer. Respectfully, S. A. R.

---

Chicago, Ill., March 30, 1915

(4) Mr. Hatfield,  
New Paris, Indiana.

Dear Sir:—I enclose a M. O. for \$2.88 for 12 dozen eggs at 24 cents a dozen. Please forward at once. If they are as nice as the last one I received I shall be more than pleased.

Your truly, E. F. W.

---

Chicago, Ill., March 30, 1915

(5) E. M. Hatfield,  
New Paris, Indiana.

Dear Sir:—Through Mr. H——— of Wabash Avenue, I am writing to ask you if you could send me 5 dozen of your good fresh eggs. You can send them C.O.D. by Parcel Post, or, if you prefer you can send price and Mr. S——— will send check. Very respectfully, L. S.

### **WHEN AND WHERE TO ADVERTISE.**

11. Advertise in papers having largest circulation, and whenever you get an excess of stock. Sunday papers give best results.

### **COST OF ADVERTISING.**

12. The cost of advertising varies with different papers. Some charge one cent a word; others, 5 cents per line. Each paper has its own advertising rate.

### **WRITING ADS.**

13. The shorter and more to the point the better results obtained.

Below are several Ads. which brought results:

(1) Strictly fresh eggs, 3 dozen for \$1.00. Postage paid, satisfaction guaranteed. Cash with order. Write E. M. Hatfield, New Paris, Indiana.

(2) Fancy country butter, 30 cents per pound in 3 pound quantity or more. Prompt delivery. Postage paid. Cash with order. Write E. M. Hatfield, New Paris, Ind.

### **SPENDING MONEY FOR ADVERTISING.**

14. Advertising is like sowing seed—the more you sow the more you reap. All the cost comes at first, but later you will reap with no cost. Much depends on how you handle your patrons.

---

## CHAPTER TWO—EGGS.

### **THE OLD AND NEW WAY OF MARKETING.**

15. The local price for eggs in summer is 15 cents per dozen, and many times less. The price for marketing the new way is 20 cents net per dozen.

Why the difference? Below we give an explanation:

(1)	A huckster buys them of the producer paying . . . . .	15c
(2)	The huckster sells them to the wholesaler at 16c or . . .	1c
(3)	Wholesaler assorts cases and labor . . . . .	2c
(4)	Wholesaler ships by freight and drayage to broker	1c
(5)	Broker charges 5%—amounts to sell . . . . .	1c
(6)	Profit declared to first wholesaler . . . . .	1c
(7)	Broker to wholesaler to distribute . . . . .	1c
(8)	Wholesaler to merchant . . . . .	1c
(9)	Merchant to consumer . . . . .	5c

---

Cost to consumer . . . . . 28c

Saving for consumer as a nation: Figuring approximately 500,000,000 dozen eggs marketed yearly—the average of three cents per dozen, would total saving of the consumer throughout this nation—\$150,000,000 annually.

Gaining for producer as a nation. Figuring on same basis

as saving for the consumer as a nation at the same gain as the saving base, the saving and gain are sure—should all the people see it the same way.

Supplied in the new way at 25 cents per dozen, strictly right in every detail and on close competition with returnals of containers, the producer receives 6 cents above the price in selling the old way. This is based on the price of eggs to the producer at 15 cents. When hucksters pay more, the price to the consumer will raise too.

### **QUALITY.**

16. Quality in its highest meaning is what should be shown in marketing products. Neatness of parcels will command prices and retain customers on larger profits with less complaints than the past system through middle men.

### **TREATMENT OF CUSTOMERS.**

17. The life of this business depends upon the treatment offered the customers. The main thing is to be fair, pleasant, courteous and obliging. Dissatisfied customers depress business very quickly. Always send goods of good quality, as this is a great factor in retaining customers and building a greater business.

Avoid disputes as much as possible, but when they arise try to bring them to a pleasant agreement. Customers should be made to feel at home in dealing with producers.

### **LETTERS FROM SATISFIED CUSTOMERS.**

18. Chicago, Ill., March 30, 1915.

(1) E. M. Hatfield,  
New Paris, Indiana.

Dear Sir:—I enclose herein a Money Order for \$2.88 for 12 dozen eggs at 24 cents per dozen. Please forward at once. Should they be as nice as the last I received from you, I will be more than pleased.

Yours truly,

E. F. W.

---

Chicago, May 10, 1915.

(2) E. M. Hatfield,  
New Paris, Indiana.

Dear Sir:—Enclosed find Post Office order for \$1.50 for

which send me six dozen fresh eggs at once, as we are out. Butter came in fine shape. Let me know what else you have for sale.

Respectfully, S. A. R.

The above letters are fair samples of hundreds received that show how much customers are taken up with this new field of business from advertising.

### **SPECULATORS BUYING WHOLE OUTPUT.**

19. Beware of city correspondents that want to start produce routes and handle your output. These people are looking for easy money and will "get" the producer unless cash is demanded with every order. The game is worked in this manner. They pay cash for some time, and then ask for a case to be rushed through at once—for this they send no money. Every case sold in this manner is that much of a loss to the producer.

### **CASH WITH ORDER.**

20. Credit can be given only to persons that have a financial rating. Cash should be demanded at all times in order to avoid disappointments and loss of money.

### **ACCOUNTS.**

21. Accounts mean disputes and loss of friends, loss of customers, extra book work and extra postage.

### **EGG LAWS AND INSTRUCTIONS.**

22. It is well to be informed on such laws as marketing and care of the product. The following are extracts from Indiana Laws governing the sale of eggs for food and penalties for unlawful sales:

The Indiana law forbids the sale or offering for sale eggs unfit for human food. Section Two (2), Chapter One Hundred and Four (104) of the Acts of 1907 reads: "If it consists in any portion of filthy, diseased, decomposed, putrid, or rotten animal or vegetable substance, etc.; penalty for the first offense is a fine of ten to thirty dollars. Second offense, fine of twenty-five to sixty dollars. Third offense, fine of one hundred dollars and from 30 to 90 days' imprisonment."

To avoid penalties of this Pure Food Law all dealers are

required to candle all eggs after May 1st, 1915, and throw out all spots, blood rings and rots.

Bad Egg Warnings are sent out by H. E. Barnard, State Food Commissioner, at Indianapolis, Indiana, which is good advice to all producers in all states. Inspectors of this department and all Police and Health Officers of the state are instructed to enforce these provisions of the law.

### SUGGESTIONS TO PRODUCERS.

23. (1) Sell eggs on a loss-off basis.  
(2) Provide plenty of clean dry nests for your hens.  
(3) Gather eggs daily in cool weather and twice daily in warm weather.  
(4) Do not Wash eggs.  
(5) Use small and dirty eggs at home.  
(6) Keep eggs in dry, cool, dark place free from odors.  
(7) Don't sell incubator eggs.  
(8) Market eggs daily if possible, if not every other day.  
(9) Don't sell eggs found in stolen nests.  
(10) Keep eggs out of sun at all times and covered when taking to market.  
(11) Dispose of roosters as soon as hatching season is over.  
(12) Eggs absorb odors. Keep them away from oil, onions, etc.  
(13) Do not let hens lay with hatching hens.  
(14) Break all eggs found about straw stacks or in weeds.  
(15) Train hens to lay in nests provided.  
(16) Use plenty of lime-sulphur, or louse powder, to free hens from lice.  
(17) Provide plenty of sand or gravel for hens at all times.  
(18) Changing feed greatly induces laying. Change as often as you can.  
(19) Use prepared food, beef scraps, boiled feed, bran, etc., in all seasons.  
(20) Give hens plenty of fresh air.  
(21) Provide plenty of fresh water at all times.

### **WHERE AND HOW TO KEEP EGGS.**

24. Eggs like butter absorb odors which destroy their flavor. For this reason they should be kept in a dry, cool dark place away from flies and covered.

#### **How to Put Eggs Down.**

Dry Salt Process: Take September eggs and select the best quality. Use a dry container such as a keg. Place two inches of dry salt in the bottom—then put in a layer of eggs, putting each egg on the little end. Cover with one inch of dry salt and go on until the container is filled. Put head on keg so as to permit turning three times weekly; this keeps eggs from shrinking. In selling these eggs sell as storage eggs.

Salt Brine Process:—Use a jar containing strong salt water, or brine. Put as many eggs in as will be covered with the liquid, then weight to keep eggs covered. In taking out the eggs be sure to wipe eggs dry, and sell as laid up or storage eggs.

Stored in Oats: Oats may be used to store eggs the same as the dry salt.

The only time recommended for packing or storing eggs is during the fall months for family use. These are not recommended for sale unless sold as storage eggs re-candled.

#### **CAUSE OF BAD EGGS.**

25. See suggestions to producers under paragraph 23.

#### **HOW TO ASSORT EGGS.**

26. Eggs should be assorted as to color and size. Clean eggs while assorting them. When getting ready to assort have a well lighted place, sunlight preferred. Use five containers. Number them 1, 2, 3, etc. White, cream white, or flesh color, medium brown and brown. The fifth basket is for small, odd shaped or dirty eggs.

In basket No. 1 place select White eggs.

In basket No. 2 place select Cream White eggs.

In basket No. 3 place select Medium Brown eggs.

In basket No. 4 place select Brown eggs.

In basket No. 5 place small, dirty, irregular eggs.

In assorting you may find speckled or odd shaped eggs,

these should be placed in No. 5. Eggs of one color always demand a higher price than mixed colors. Persons not acquainted with eggs question the kind in getting different colored eggs in same package.

In cleaning a dirty egg use a knife to scratch off the dirt, or a damp cloth may be used. Never use soap or place eggs in water. See that all eggs are dry before packing.

### **CANDLING EGGS—HOW TO MAKE CANDLER.**

27. An ordinary Christmas or tallow candle and a dark room was the first method adopted for testing eggs.

To make a candler from card board or asbestos, use a piece large enough to go round a No. 2. lamp chimney. Before making the cylinder, mark a circle the size of a silver dollar cut out on the mark. This makes a hole just the size used for candling. Adjust hole so as to be direct from the flame of light. This will make enough light to insure testing.

After forming cylinder, let it extend low enough to rest on the base of the lamp. At the top place two wires cross ways to form an X. this will hold candler in position at the bottom on the opposite side from hole—cut ample place for ventilation. This makes a good candler.

Another way to candle eggs. Grasp egg in either hand with thumb and fore finger forming a circle about the egg. Hold between you and the light. Look through the egg.

### **CANDLING.**

28. In using any of the ways mentioned for candling, you can easily detect eggs whose quality is unquestionable.

(1) When the light shines through the egg and gives a clear reflection except a deeper shadow is seen where the yolk lies, the egg is perfect.

(2) When an egg has been kept for some time and is not fresh, a bubble or air space will appear on the end opposite to which the egg rests.

(3) When the egg has a shining appearance and rattles when handled or shaken, or has sharp ring when striking against other eggs, they are not right. When candling such eggs they appear cloudy or spotted.

The only time this does not hold good—is once in a while a pullet's first egg will have a shining appearance and ringing sound—but this is uncommon.

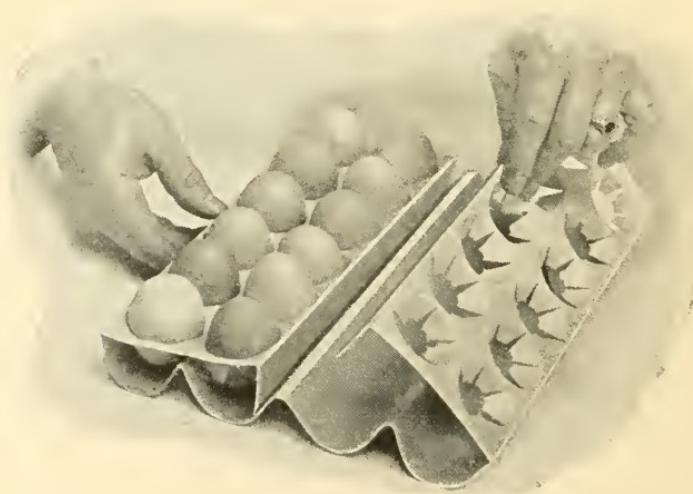
(4) Fertile eggs that have been set upon, or in the sun, or in an incubator more than a day, will show slight blood streaks or black spots. The more decayed the less transparent the egg will be.

5. When eggs are not first class you will see some of the following marks: Blood streaks, dark spots, shrunken at one end. When spoiled completely, if dry, will be darker at one end; if spoiled and liquid the transparency it not visible. Do not offer eggs for sale that any of the above defects are noticeable.

Note: Eggs may appear spotted at times which is caused by the spots on the outside of the shell—this can be detected with eye.

(6) Eggs become musty by being kept in a damp place or getting wet.

### EGG CONTAINERS FOR SHIPPING EGGS.



29. Egg containers are being perfected which eliminate breakage and loss from rough handling. Eggs should be

placed in containers as soon as candled to avoid re-handling.

There are many containers which are used in shipping eggs by Parcel Post on the market today. They are made in



all sizes from one to ten dozen capacity. Boxes for packing and all things needed in this business are sold by wholesalers.



The publisher of this book carries a full line of this material and a catalogue containing description and prices will be sent free upon request. No goods are kept but what have been tried and found satisfactory. Containers can be used over and over again.

#### **PACKING CONTAINERS.**

30. Full instructions are sent with any container for packing. In shipping further than the second zone, it is advisable to wrap each egg in soft paper.

#### **ADDRESSING CONTAINERS.**

31. Be sure to address all containers properly. This is very important. A slight mistake causes delay. See that the senders return card is complete and that the address of the person to whom it is sent contains name, street and number, city and state.

#### **WEIGHING AND MARKING WEIGHT ON PACKAGES.**

32. The exact weight should be marked on the package. This insures more rapid delivery.

#### **INCREASING SIZE OF CONTAINER.**

33. Empty orange boxes when cut through and made into halves can be used as shipping boxes. They will hold about 15 dozen. These may be used when you have no container large enough.

#### **CASES AT HALF PRICE.**

34. During early winter solicit grocery stores in large cities and offer to buy empty egg cases. They can be bought at that time for half price.

#### **WHEN TO SHIP EGGS BY EXPRESS.**

35. Orders for 30 dozen or more must be sent by express, as it goes over the Parcel Post limit in weight—50 pounds.

#### **INSURED EGGS.**

36. It is not advisable to insure eggs, because the loss is not great and the efforts in settling claims amount to more than the real value of the claim. Eggs for hatching should be insured, however, because the value is greater. Any article of value that is liable to damage should be insured.

**SPECIAL DELIVERY OF PACKAGES.**

37. Rapid delivery is effected by placing a special delivery stamp upon a package. It is treated as special delivery of first class mails. This costs 10 cents extra in postage.

**EGGS SENT C.O.D.**

36. See article 107 of this book.

**COMPLAINTS AND WRITING TO POST OFFICE DEPT.**

39. Give all packages plenty of time to be delivered before notifying Post Office Department. All damages on insured packages will be settled for if time is allowed.

**MAILING OR SHIPPING OF PARCELS.**

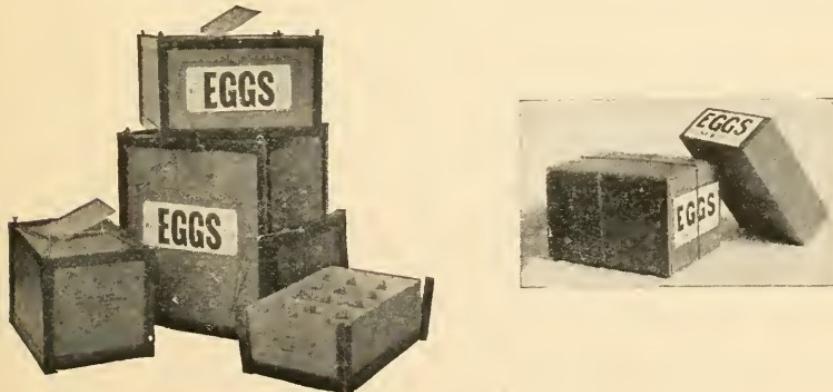
40. For the purpose of adjusting claims which may arise, it is always important to get receipts from the Post Office or Express company. A Bill of Lading is receipt sufficient when shipping by express or freight. An internal revenue stamp must be placed upon each Bill of Lading, or Shipping Bill, as long as the Revenue Law is in force.

**PURCHASING EGGS FROM MARKET QUOTATIONS.**

41. Buying eggs to sell on market is hard to govern, as this depends on quality, grade and appearance. The only way that is advantageous is to sell miscellaneous country receipts with guaranteed prices if possible to obtain.

**EGGS FOR HATCHING.**

42. Eggs for hatching can be sent to any zone. Egg con-



tainers may be had at such a small cost that people raising fancy or pure bred poultry should not accept the regular market prices, but should advertise their stock and ship eggs by Parcel Post. People usually get about 20 cents for a setting of eggs when sold on the market at home. With a few advertisements in some good Farm or Poultry Journal, they should sell all their products for from 75 cents to \$1.50 per setting for eggs from pure bred stock.

### **CONCLUSION ON EGGS.**

43. In following out the different instructions which pertain to eggs, as well as other produce, it is essential to the life of your trade that you be fair and honest with your customers. Send the best quality and right all wrongs.

## **CHAPTER THREE—BUTTER MAKING.**

### **BUTTER MAKING.**

44. Great pains should be taken in the manufacture of a product so universally used as butter. Butter is found on nearly every table in the homes of our nation. Not many of these people care for anything but the best, therefore, it is very important that butter makers observe certain precautions while engaged in its manufacture.

### **CHURN.**

45. The churn should be sweet and odorless. Odors taint butter very quickly. To prevent odors, use plenty of scalding water before and after churning.

### **TEMPERATURE OF CREAM FOR CHURNING.**

46. Cream should be churned twice or three times a week, and the butter should be marketed as often. Cream should have a temperature of 60 degrees Fahrenheit to get the best results in churning.

### **CARE OF CREAM BEFORE CHURNING.**

47. Cool the cream at once after separation. This can be done by placing the cream can in a tank of fresh cold water. Do not put the can cover on tightly. A loose cover allows the animal odor to pass off, and at the same time prevents the dust

from getting into the cream. Never allow freshly skimmed warm cream to be mixed with cold cream until the former has been well cooled. The warm cream causes the germs to develop and they spoil and sour the cream.

#### **TO MAKE BUTTER GATHER.**

48. The use of hot or scalding water to make butter gather is useless. Butter will gather without this when the cream is of the proper temperature. The use of hot water for this purpose always damages the butter. The life and color is taken, and no matter how much effort to make a good product, it will not be first class.

#### **SEPARATORS.**

49. Hand separators are highly recommended to all butter makers whether making butter for home or market. They are clean, sanitary and economical as compared with other methods of separating the cream from the milk. Gravity or cold water separators have no place in an up-to-date dairy.

#### **RINSING DOWN CHURN.**

50. The use of sweet milk is recommended instead of hot or cold water since it does not affect the butter.

#### **MIXING BOWL.**

51. A wooden mixing bowl and paddle should be used. These should be scalded before and after using in order to keep them in a sanitary condition.

#### **REMOVING BUTTER FROM CHURN.**

52. Drain buttermilk from the churn and remove butter with clean wooden paddle. The hand ought not to be used on account of the absorbing tendencies of butter. After being taken from the churn allow to drain and pour off the buttermilk.

#### **WORKING OR MIXING BUTTER.**

53. After all the buttermilk is removed it will drain out, begin to mix, or work, and continue until all the buttermilk is forced out. Then add fine salt to suit the taste and mix thoroughly. Let the butter stand in a cool place for one hour and mix again until all milk or moisture is removed. Under proper conditions, it is not necessary to use water to

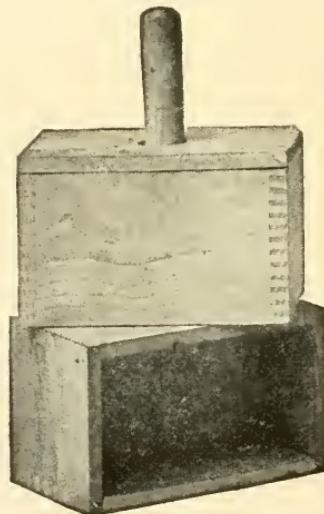
wash the butter. Sweet milk will not injure butter as soon in washing as will water.

#### **OVER SALTING.**

54. Butter is sometimes over salted to increase its weight. Such practices are crooked and ought never to be indulged in. To remove salt from butter, wash thoroughly in sweet milk, and mix again.

#### **PRINTING.**

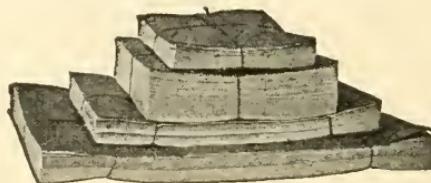
55. The neater an article is prepared for marketing, the quicker the sales will be affected and the better will be the



results in marketing. The print used should be shaped like a brick and the net weight—one pound.

#### **WRAPPING PRINTS.**

56. Each print, or brick of butter should be wrapped in parchment paper; this is done when prints are made. The size of paper is 8 inches by eleven inches, or nine by twelve inches.

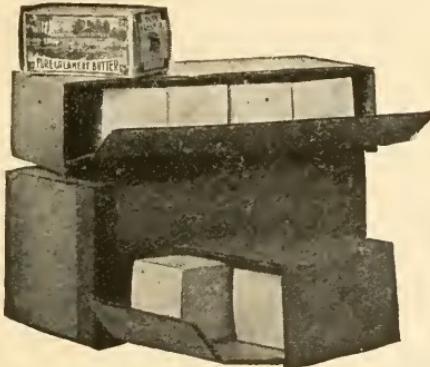


Parchment paper can be purchased at a very reasonable price.

Don't get parchment and wax paper confused. Wax paper, or as commonly called butter paper, is not suitable for this purpose, because it soaks, sticks and makes a bad appearance, while parchment neither soaks, sticks or allows leakage. This makes a neat appearing package.

### CARTONS FOR BUTTER.

57. Cartons the size of the print are a great help in hand-



ling butter. They can be wrapped or packed in almost any desired quantity and make a neat package.

### PACKING FOR MAILING.

58. Butter should be packed in a container which will hold just the amount of the order. The package should have both the address of the sender and the address of the person to whom it is sent. It should have a PERISHABLE label and should be marked KEEP COOL.

### EXPRESSING BUTTER.

59. Pack in wooden container which will hold just the amount ordered. It should bear the name and address of both consignor and consignee. Also the weight of package should be marked on label. Do not use boxes that may taint the butter. The lumber used should be considered.

### BRANDING.

60. Brands on any product may be used. This, however, is left optional with the producer. It might possibly be bene-

ficial to establish a certain blend of articles and build a reputation for this particular product.

### PROFITABLE BUTTER MAKING.

61. Under present existing conditions, a large per cent of the profit in butter making goes to creameries and other middle men who do work which can easily be done on the farm. Many creamery concerns have started with practically no capital—that are now worth thousand of dollars. Great dividends are declared because of a short weight and low test practiced by such companies. These dividends should stay on the farm.

There are many reasons for this. People will generally pay a higher price for a good quality of country butter, than for a creamery product. Creameries usually pay about 25 to 30 cents per pound for butter fat. One pound of butter fat will make about one and one-fourth pound of butter. So a price of 25 cents for butter fat means 20 cents for butter, providing, they allow you full weight and an honest test.

The more cream that stays on the farm, the more milk is left for stock. This is another item of profit which helps to pay for the extra labor.

Allowing that creameries give their customers or patrons full weight and an honest test, notice the profit of compensation they have for their labor of gathering the cream and churning the butter. Suppose a customer furnishes 100 pounds of 40% cream per week for one year and that the creamery pays 25 cents for butter fat, that would be 2,080 pounds butter fat for which the producer would receive \$520.00. The creamery would make 2,600 pounds of butter (allowing one pound butter fat for one and one-quarter pounds butter) selling the butter at 30 cents per pound, they would receive \$780.00, or \$260.00 more than the cost. Could not the farmer have made his own butter for that amount. If they had churned twice a week during the year it would pay them \$2.50 for each day's work.

When farmers awaken to the fact that middle men are constantly accumulating fortunes at the producers' expense—conditions will be reversed.

## CHAPTER FOUR—POULTRY.

### **SHIPPING POULTRY TO MARKET.**

62. Persons desiring to ship poultry to market can get the names of reliable commission houses by applying to any express office. Write to the references furnished by the express company to make sure that the commission house has a good financial standing before you trust them with a shipment.

Shipping on markets is trusting your agents to get best results possible under existing market conditions.

### **INSTRUCTIONS FOR SHIPPING POULTRY.**

63. When shipping poultry to commission merchants observe the following very carefully:

(1) Be sure to see that the coops are properly tagged. Each coop must have two tags; one with the name and address of consignee or receiver; the other the name and address of consignor or shipper.

(2) On the back of each tag place the number, description and net weight in the coop.

(3) See that coops are in good repair before filling.

(4) Upon Bill of Lading, or Shipping Order, give exact number of head, the net weight and actual market value of contents of coop. Be sure to place a one-cent internal revenue stamp bearing your initials and date, as long as revenue act is in force, on shipment regardless of number of coops, as long as they are consigned to one firm and from one person or firm.

(5) By giving number of head sent and weight, your claim will be substantial in case of loss.

(6) Be prompt in making claims for loss to Express company when they are liable for adjustment.

(7) Number your coops. This makes it easier to keep record of them in transit, and they are more easily traced.

### **PURCHASING POULTRY FROM MARKET QUOTATIONS.**

64. On hens, or fowls, figure  $3\frac{1}{2}$  cents to 4 cents under

quotations that are liable. This will net a profit of from 1 cent to 1½ cents. Markets change rapidly and it is always best to buy on the safe side.

Never pay closer than 4 or 5 cents to market quotations on ducks. On Indian Runners—5 to 6 cents, because they shrink more and are draggy on the market. Geese are about the same as ducks. Turkeys—from 3 to 4 cents less than market quotations. Guineas, so much a head depending on age.

### FILLING OF COOPS.

65. Do not crowd in hot weather. Keep every kind separate as much as possible. About 100 pounds to an ordinary crate is enough for warm weather and about 125 pounds in cool weather. Small chickens will crowd and pile up, so it is not advisable to place more than 70 to 90 pounds in one crate.

### SHIPPING VIA EXPRESS OR FREIGHT.

66. Ship poultry in crate quantities by express, and by freight in car load lots unless delivery can be made in 12 hours.

### SHIPPIERS' DON'TS.

67. Don't buy poultry with full crops unless deduction is made.

Don't buy or ship diseased or crippled poultry.

Don't fail to follow instructions in regard to tagging coops.

- Don't tag the top of the coop, but at both ends.

- Don't fill a crate not in good repair.

- Don't let poultry get wet and keep them from crowding.

### HOW TO MAKE COOPS.

68. Persons desiring to ship live poultry can make the crates as well as buy them. A light coop is always to be preferred, because of express charges. The dimensions of a coop for chickens should be four feet long, thirty inches wide and twelve inches high. For turkeys or geese, they should be sixteen to eighteen inches high.

Use 2x2 for corner posts. Cut six corner posts twelve or sixteen inches long (depending on whether a chicken or

turkey coop) and three one inch shorter to make slide on level to fill. Cut nine, one by two and one-half thirty inches long notching three of top to permit sliding to fill. This is the amount required for end and middle. Then for filler—use lath, wire or thin pieces spaced one and one-half to two inches apart. Make a tight bottom, ceiling lumber preferred. Cut boards four feet long and nail on ends and at middle. It is well to use thin, strong slats at the bottom on each side, also around the corners at the top of the crate.

In the middle of the top before putting lath on each side where opening is made to fill, place three pieces of sheet metal (tin or galvanized iron) cut in strips, on both ends in the middle. Then place lath on top nailing through straps which hold permanently. Make slide by cutting same material as bottom. This works freely in notches cut out for the purpose.

Openings for geese and turkeys should be larger in order to prevent bruising when crating.

#### **RE-USING OF CONTAINERS.**

69. It is a proposition of economy for consumer, as well as producer, to have all empty containers returned, so that they may be used over and over again.

A product may not present such a neat appearance when shipped in a container which has been used, yet the customer should be made to understand that if containers are not returned, it will add to the cost of the product which they receive. Customers should fold empty containers and lay away until enough have accumulated to make an ordinary package, then they can be returned. The producer should pay the return postage.

Customers should be instructed the same about all other containers, except, the more expensive ones, which should be returned at once.

Empty poultry crates, egg cases, etc., have special rates. They are returned for 15 cents and 10 cents respectively. When returned by freight the regular freight rates are charged.

### **SHIPPING ORDERS.**

70. In shipping orders by express company, be sure to demand a shipping receipt.

### **VALUATION OF SHIPMENTS.**

71. In shipping, give as near as possible, the actual valuation of shipment and have same placed on shipping order.

### **INVOICES.**

72. Always give number of articles and net weight.

### **SEALING SHIPMENTS.**

73. See that Express Companies seal all packages, or coops.

### **RETURNS OF EMPTIES.**

74. Retain a complete record of coops, or containers in transit. Use numbers on each one to identify or trace.

### **CLAIMS FOR LOSSES**

75. Claims for losses should be made promptly showing reasons and giving date of shipment.

### **DISEASED POULTRY.**

76. Do not buy or ship poultry that is diseased, crippled, or deformed. Do not use poultry not fit for food.

### **SHRINKAGE.**

77. Shrinkage ought not to exceed 2% of weight. Much depends, however, on weather. Shrink will be greater in warm weather.

### **BEST MARKET DAYS.**

78. Shipments should be made so they can be sold not later than Friday of each week. Wednesday and Thursday are preferred.

### **HOLIDAY MARKETS.**

79. Do not ship later than seven to ten days before a holiday, as the market declines each day as the holiday approaches. Clean up early.

### **DRESSING CHICKENS FOR MARKET.**

80. Kill by bleeding in the mouth and hang up until

properly bled. Seald in water near boiling point, but not boiling. Hold by the head and legs and dip five or six times, but care should be taken not to get head or comb in the water, as this will give it the appearance of a stale fowl. Remove all feathers and pin feathers without tearing skin. Do not singe.

To plump a fowl, immerse in scalding water the same as



for scalding. Place in cool place in the position you desire to pack; chickens will be more plump and dress neater if fed well up until 18 or 24 hours before killing. After that give them no feed to insure the crop being entirely empty. Don't wring head off or remove intestines unless ordered, as they will spoil much quicker. Chickens can be dry picked by killing in the same manner above mention and picking while bleeding.

#### **DRESSING TURKEYS FOR MARKET.**

81. Kill by bleeding in the mouth. Hang up by both feet and put weight on head heavy enough to keep down while picking. Pick while bleeding. Begin at the wings and tail feathers—avoid tearing if possible. In removing wing and tail feathers, give a twist, then pull. Pulling straight sets the feathers. Be sure the crops are empty before killing.

**DRESSING DUCKS AND GEESE FOR MARKET.**

82. Scald the same as chickens. Remember that it takes longer for water to act upon the feathers because they are much thicker and finer. It is not advisable to wrap in blankets as this may cook the flesh and spoil the sale. Plump the same as chickens.

**DRESSING CAPONS FOR MARKET.**

83. Poor capons are not salable. See that they are fat. Kill the same as other fowls. Pick off feathers which should be removed. Leave feathers on about two-thirds of the neck beginning at the head, two joints of the wings, the feathers from the knee joint to one-half way to the hip, and all tail feathers one-half way up the back. Do not remove intestines and it is well to wrap up the head in paper. Ship the same as other poultry, but care should be exercised in packing to keep the feathers in a neat condition, because neatness is a large factor in marketing.

**DRESSING CALVES FOR MARKET.**

84. Trim out head and remove legs at the knee joint. Open the entire length. Remove inwards and clean the neck of blood. Wipe inside of carcass dry with a clean white cloth. When cool, wrap heart, liver and tongue separately in clean white cloth and place in carcass. Never remove hide nor quarter as is done with beeves.

To tag, mark the same as other shipments. Fasten tag to hind leg. Always ship by express.

The commission men charge 5% for selling dressed veal calves. Calves weighing 90 to 120 pounds are most desirable on markets. When more they should not be sold as veals. Small calves should be allowed to grow, and larger ones should be kept for beef.

**PACKING FOR MAILING AND MARKETS.**

85. Sending by other than Parcel Post, each package or container should be marked with tag or stencil bearing name and address of consignee, also name and address of consignor.

**MARKING CONTAINERS FOR MAIL.**

86. For mailing, see that the address is correct and that it

bears also your return address. It should also be marked PERISHABLE. If it shows, the contents will not be inspected. Packages containing perishable contents should not be sent too far for delivery to be made before it is spoiled.

### **MAKING BOXES AND BARRELS FOR SHIPMENT.**

87. See Article 85 of this book.

### **DAY OLD CHICKS.**

88. The more pure bred and the higher the quality of your product, just so much more life your business will have. Day old chicks have come to be a greatly demanded product. The business is yet in its infancy. Chicks are shipped long distances and a peculiarity about it is, is that the further they are shipped, the better they thrive for their owner.

Excellent containers are sold on the market at reasonable prices. The price received for day old chicks is from 10 to 25 cents each. A business once established is very profitable.

For instance suppose three hens were set on 45 eggs and 38 eggs hatched. If eggs were selling at 15 cents on the market, the cost of the eggs would be 56 cents. Allow 20 cents for feed for each hen while setting—this would amount to \$1.16 cost of eggs and feed. If these chicks were sold at 12½ cents each, they would bring \$4.75. Subtracting \$1.16 expense and 35 cents express—the net gain would be \$3.24 for the work, or \$1.08 per hen. Thousands of chicks are marketed in this way and the demands cannot be supplied.

### **SHIPPING DAY OLD CHICKS.**

89. Pack in well ventilated container. Do not crowd,



nor leave space for piling up. Ship at "Owner's risk" and by express, labeling "Handle with care" CHICKS. The complete address of both consignor and consignee should be placed on container so there will be no delay in delivering.

## CHAPTER FIVE—FRUITS AND VEGETABLES.

### CHERRIES AND ALL SIMILAR FRUIT.

90. Fruit like cherries, strawberries, blackberries, etc., can be sent by mail to points within the First Zone when properly packed. They must be placed in an inner cover with a strong outer cover so as to prevent leakage and damaging other mail matter in transit. It is advisable to ship fruit of this kind by express, since the cost of packing is not so great.

### APPLES AND PEARS.

91. Fruit like apples and pears can be sent by Parcel Post to any zone when packed in such a manner that it will not damage other mail. Packages containing from one to two



dozen fancy apples or pears are very attractive and command high prices. Address and label the same as other perishable products to insure rapid delivery.

### **VEGETABLES.**

92. Vegetables of any description can be sent by Parcel Post when properly packed. They do not decay or spoil to any reasonable extent when wrapped and placed in strong



container. The package must be properly addressed and labeled to insure rapid delivery.

Vegetables liable to decay should not be sent farther than can be delivered in fresh condition. Perishable vegetables



should be sent by express when delivery is uncertain. Express companies will accept them at "OWNER'S RISK".

### **CHAPTER SIX—MISCELLANEOUS.**

#### **WALNUTS, CHESTNUTS, ETC.**

93. These products can be sent to any zone when packed in strong boxes or bags not exceeding the weight of measure-

ment limit. Bags shall not be sewed until Postmaster inspects same. They must be properly labeled and addressed.

### **BEESWAX, POPCORN, DRIED FRUIT, ETC.**

94. These products are acceptable as Parcel Post matter when packed or wrapped securely and the weight and measurements conform to Postal Regulations.

### **PIGEONS.**

95. Pigeons are dressed and handled the same as chickens, only each one should be wrapped separately in the best parchment paper. Pack in container that will hold the order. Wrap so they will stand handling. Address fully and correctly. Do not send farther than can be delivered in fresh condition.

### **CHEESE—(HOME MADE OR DUTCH).**

96. Have cheese as dry as possible. Use an oyster carrier or any suitable container. If convenient, make the cheese



in the form of a brick or butter print. Wrap in parchment paper and place in container. In preparing an order for shipment, pack and label the same as a shipment of butter.

### **FEATHERS.**

97. Feathers regardless of kind have a value, and the neater and better taken care of, the better the market value will be.

Keep separate those of different color, kind, or quality. Stir frequently before shipping, and do not put coarse quilled

feathers with fine body feathers.

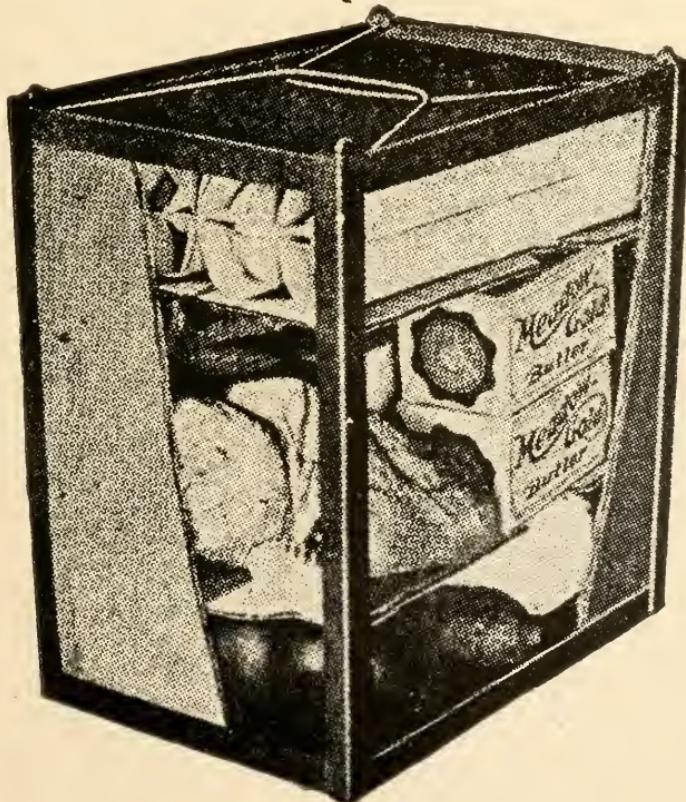
Save wing and tail feathers of turkeys. They are used for quills and are manufactured into many novelties. They usually command a price of from 6 to 18 cents per pound.

Chicken feathers should be packed in bags when dry. They command a price of from 3 to 10 cents per pound. Geese and duck feathers sell for from 25 to 65 cents per pound. They should be packed in lined burlap sacks to avoid losing.

Mouldy or wet feathers are not salable.

#### **ANY KIND OF SHIPMENTS.**

98. Any article when properly packed that will not in-



jure other mail, or employees in handling, or which will not be damaged in handling will be accepted for mailing when it conforms to the regulations as to weight, size, labels and addresses.

### MAILABLE ARTICLES.

99.

Apples, Dried	Chocolate	Macaroni
Apples, Canned	Chow-Chow	Malt Coffee
Apple-Butter	Cigars	Malted Milk
Apple Sauce	Clothes Lines	Meats, Cured
Apricots, Dried or Canned	Clothes Pins	Milk Condensed
Almonds	Cloves	Milky Dried Sweet
Asparagus, Green or Canned	Cocoa	Corn
Bacon, Dry Salted	Cocoanut	Mince Meat
Bags, any Kind	Coffee	Mops and Heads
Beans, Dried or Canned	Chick Feed	Mustard, Dry
Barley	Corn, Dried or canned	Mushrooms
Baskets	Cottoline	Noodles
Beef, Cured	Cough Drops	Nut Meats
Beeswax	Crackers	Nuts, Shelled
Beets	Cranberries	Oat Meal
Bird Seed	Currants	Oil Cake
Blackberries, Dried	Dates	Onions
Blackening, Shoe or Stove	Dried Fruits	Oranges
Blueberries, Canned	Egg Cartons	Pails
Bluing, Dry	Envelopes	Pancake Flour
Bon Ami	Feathers	Paper Doilies
Borax	Figs	Parsley
Brazil Nuts	Fish, Conditional	Peas, Canned and
Brooms	Flour	Dry
Buckwheat	Fruit, Dried	Peanuts
Buckwheat Flour	Fruit Jar Caps	Peaches, Dried or
Butternuts	Funnels	Canned
Cakes	Gelatine	Peanut Butter
Candles	Ginger Root	Pears
Candy	Glue	Pecans
Cane Syrup	Gooseberries	Peppers
Carrots	Hams, Cured	Pickles
Chalk	Hickory Nuts	Pieplant
Celery	Hominy, Dried	Plums
Cheese	Hops	Puddings
Cherries	Horse Radish Roots	Popcorn
Chestnuts	Ice Cream Powder	Potato Chips
Chickens, Dressed	Jello	Poultry Foods
	Jelly	Preserves
	Lard	Prunes
	Lemons	Pumpkins
	Lye, Dry	Putty

Raspberries	Sausage	Tapioca
Raisins	Scouring Powder	Teas
Red Kidney Beans	Seeds, all Kinds	Tomatoes
Resin	Soap	Traps, any Kind
Rice	Soap Powder	Turnips
Rock Candy	Spices	Turtles
Rope	Strawberries	Vegetables, any Kind
Rye, Roasted	String Beans	Walnuts, English
Sage	Sugar, Cane or Beet	Walnuts, Black
Salaratus	Sugar, Maple	Washing Compound
Salmon	Sweet Potatoes	Whisk Brooms
Sassafras	Syrup, Maple or Cane	Yeast
Saur Kraut	Talcum Powder	

### 100. NON-MAILABLE ARTICLES.

Alcohol	Explosives	Offensive Matter
Animals, Alive	Fowls, Live	Pistols
Benzine	Gasoline	Poison Under Certain Conditions
Chicken, Alive	Immoral Matter	Revolvers
Dead Animals	Infernal Machines	Salve (Conditional)
Deadly Weapons	Inflammable Articles	Threatening Matter
Defamatory Matter	Intoxicants	Turpentine
Destructive Matter	Kerosene	Whisky
Disease Germs or Tissue	Matches	
	Naphtha	

All other articles intended for immoral or threatening purposes, also articles which promote crime or injure health of persons or employees while handling same.

### SUPPLIES AND INFORMATION.

101. For the purpose of encouraging this business, the authors of this book will furnish any supplies needed at very reasonable prices. They will gladly furnish any information needed when return postage is enclosed. Upon request a catalogue will be sent free, which will list all articles needed in this business.

Much information can be obtained by applying at any Post Office and inquiring for Parcel Post Circular, "FROM FARM TO TABLE".

Apply to any Express Office and ask for place and firm to market your produce—they will endeavor to assist you. Should they not be able to furnish you with the desired information, write to the Express Agent at the place you desire to ship and he will gladly furnish the information.

**LEGAL WEIGHTS AND MEASURES.**

102.

	Bushel		Bushel
Apples, Dried .....	25 lbs	Clover .....	60 lbs
Apples, Green .....	57 lbs	Millet .....	50 lbs
Bran .....	20 lbs	Timothy .....	45 lbs
Barley .....	48 lbs	Hemp .....	44 lbs
Beans .....	60 lbs	Hickory Nuts .....	50 lbs
Beans, Castor .....	46 lbs	Middlings .....	40 lbs
Buckwheat .....	50 lbs	Oats .....	32 lbs
Broom Corn Seed .....	46 lbs	Onions .....	48 lbs
Beets .....	50 lbs	Onion Sets .....	32 lbs
Carrots .....	50 lbs	Potatoes, Irish .....	60 lbs
Charcoal .....	22 lbs	Potatoes, Sweet .....	55 lbs
Corn Shelled .....	56 lbs	Peas in Pod .....	32 lbs
Corn on Cob .....	68-70 lbs	Peas, Dry .....	60 lbs
Corn Meal .....	50 lbs	Pop Corn .....	70 lbs
Cranberries .....	33 lbs	Rye .....	56 lbs
Dried Peaches .....	33 lbs	Salt .....	50 lbs
Flax Seed .....	56 lbs	Turnips .....	42 lbs
Grass Seed .....	14 lbs	Wheat .....	60 lbs

**CHAPTER SEVEN—PARCEL POST REGULATIONS.****WHAT CONSTITUTES PARCEL POST OR FOURTH CLASS MAIL.**

103. Parcel Post includes all farm and manufactured products that are not included in either First, Second, or Third Class mail. When so packed that the length and girt does not exceed 72 inches, and is packed in such a manner that it will not injure other mail, nor individuals in handling. The weight of such packages shall not exceed 50 pounds to points within 150 miles. The distance includes the Local, First and Second Zones. To points beyond the Second Zone, the weight shall not exceed 20 pounds. All matters that may damage mail or injure employees, or such articles as explosives, liquors, etc., which are forbidden by law will not be accepted as Parcel Post and cannot be sent through the mail.

**RATES.**

104. Parcels weighing 4 ounces or less are mailable at the rate of one cent per ounce or fraction thereof regardless of distance.

Parcels weighing more than 4 ounces are mailable at the following pound rates, fraction being considered a full pound:

#### **LOCAL ZONE RATE.**

A package starting at a common office, or on branch, or on route from the same office for delivery to a patron or addresses through same office or branch it originates in, is mailable at the following rate:

#### **Example of Local Zone—10 Pound Package.**

First pound .....	5c
Nine pounds @ 1/2c....	5c
Total fee 10 cents	

#### **FIRST ZONE RATE.**

Distance 50 miles from mailing point. The rate is as follows: 5 cents for first pound and one cent for each additional pound or fraction thereof.

Example—11½ pound package will cost 16 cents same as a 12 pound package.

First pound .....	5c
Eleven pounds @ 1c....	11c
Total Charge 16 cents.	

#### **SECOND ZONE RATE.**

Distance 50 to 150 miles from mailing point. Weight limit 50 pounds. Rate 5 cents for first pound and one cent for each additional pound of fractional part.

#### **Example—7 Pound Package.**

First pound .....	5c
Six pounds @ 1c.....	6c
Total charge 11 cents.	

#### **THIRD ZONE RATE.**

Distance 150 to 300 miles. Weight limit 20 pounds. Rate is 6 cents for first pound and 2 cents for each additional pound or fractional part.

#### **Example—5 Pound Package.**

First pound .....	6c
Four pounds @ 2c ....	8c
Total charge 14 cents.	

#### **FOURTH ZONE RATE.**

Distance 300 to 600 miles. Weight limit 20 pounds. Rate

7 cents for first pound and 4 cents for each additional pound or fractional part.

#### **Example—20 Pound Package.**

First pound .....	7c
Nineteen pounds @ 4c	..76c Total charge 83 cents.

#### **FIFTH ZONE RATE.**

Distance 600 to 1,000 miles. Weight limit 20 pounds.  
Rate 8 cents for first pound and 6 cents for each additional pound or fractional part.

#### **Example—4 Pound Package.**

First pound .....	8c
Three pounds @ 6c	..18c Total charge 26 cents.

#### **SIXTH ZONE RATE.**

Distance 1,000 to 1,400 miles. Weight limit 20 pounds.  
Rate is 9 cents for first pound and 8 cents for each additional pound or fractional part.

#### **Example—2 Pound Package.**

First pound .....	9c
One pound @ 8c	.....8c Total charge 17 cents.

#### **SEVENTH ZONE RATE.**

#### **Example—6 Pound Package.**

Distances 1,400 to 1,800 miles. Weight limit 20 pounds.  
Rate is 11 cents for first pound and 10 cents for each additional pound or fractional part.

First pound .....	11c
Five pounds @ 10c	....50c Total charge 61 cents.

#### **EIGHTH ZONE RATE.**

Distance all points outside Seventh Zone. Weight limit 20 pounds. Rate 12 cents for first pound and 12 cents for each additional pond or fractional part.

#### **Example—10 Pound Package.**

12 cents per pound—\$1.20 charges.

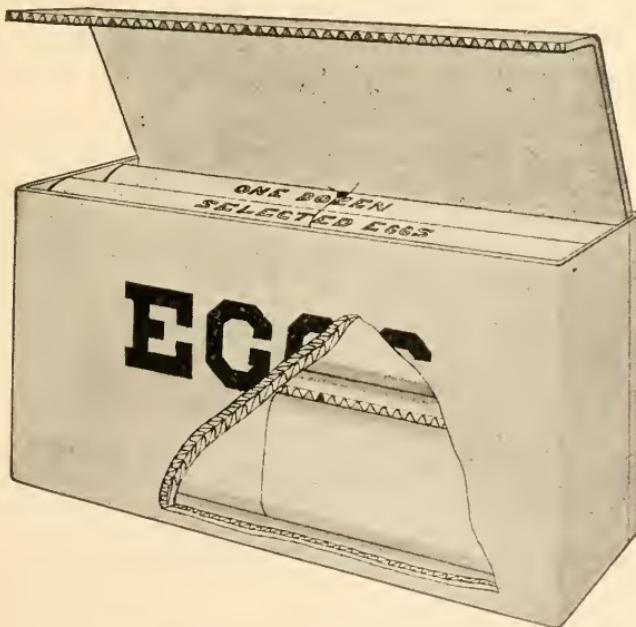
### **POINTS OUTSIDE THE UNITED STATES.**

The rate to the Hawaiian Islands, Alaska, Canal Zone, or Philippine Islands, is the same as the Eighth Zone rate, except, for parcels weighing 4 ounces or less, on which the rate is one cent for each ounce or fractional part.

The rate to Canada, Cuba, Mexico, and the Republic of Panama is the same as the above named points except that parcels must not weight more than 4 pounds, 6 ounces.

### **PREPARATION OF PACKAGES.**

105. All parcels to be shipped by Parcel Post must be prepared in such a manner that the contents may be examined



easily. It must bear name and address of the sender preceded by the word "FROM". The sender's name should be placed in the upper left-hand corner.

### **INSURED PACKAGES.**

106. Packages on which postage is fully prepaid may be

insured against loss for their actual value not exceeding \$100.00 on payment of a fee of 25 cents.

### **C.O.D. PARCELS.**

107. Parcel Post matter may be sent C.O.D. from one Money Order Office to another on payment of a fee of 10 cents in addition to the postage, both to be prepaid with stamps affixed. The amount to be collected and remitted to the sender must not exceed \$100.00. A C.O.D. tag furnished by the Postmaster must be filled in by the sender and attached to the parcel. The C.O.D. fee also covers insurance against loss up to \$50.00.

### **SPECIAL DELIVERY PARCELS.**

108. Pareels on which postage is prepaid will be accorded the usual Special Delivery service on payment of 10 cents in postage affixed.

### **LETTER ATTACHED TO PARCELS.**

109. When it is desired to send a communication with the parcel, this may be done by paying first class postage on the letter and attaching it firmly to the parcel. Both letter and parcel must be addressed to the same person. When desired to send by Special Delivery, one Special Delivery fee is sufficient for both parcel and letter.

## CHAPTER EIGHT.

### **BOOKKEEPING AND FORMS TO BE USED.**

110.

### **LETTER OF ASSISTANCE TO FRIENDS.**

Heading—

Address of person written to—

Dear Sir:

Having concluded to sell my eggs, butter, etc., direct to the consumer, I desire to ask your assistance in interesting a number of your friends to purchase their supplies from me.

Enclosed you will find some of my cards which you will please hand out and ask them to tell their friends.

I am sending you a stamped envelope—please send me a list of the names you have solicited and I will try to keep them interested.

Thanking you in advance for your trouble and awaiting a further reply, I am Yours truly,  
SIGNATURE—

### **CALLING CARDS.**

111.

Buy your eggs, etc.
From .....
.....
.....
Presented by

Front side.

Eggs, Butter, Dressed Chicken, Garden Truck as Onions, Lettuce, Radishes, Beans and Tomatoes, Pears, Apples, Peaches, etc. Send in your order. Become a permanent customer. If our goods are good—tell your friends. If not tell us.
--

Opposite Side.

### **PRICE QUOTATION CARDS.**

112.

Heading—

Dear Sir:—

I desire to quote you the following prices on the following named products. Postpaid. Cash with order:

Eggs .....	per dozen @
Butter .....	per pound @
Dressed Chickens .....	per pound @
Etc., Etc.	

Satisfaction guaranteed. All orders sent C.O.D. 10 cents extra for fee. Price subject to change without notice.

Awaiting an early order, I remain, Yours truly,  
SIGNATURE\_\_\_\_\_

### **ACKNOWLEDGEMENT OF ORDER CARD.**

113.

Heading\_\_\_\_\_

Dear Sir:—

Your favor of .... (date) has been received. Goods will be sent by ..... (mail or express) ..... (time).

Thanking you for your valued order and for future business, I am,

Very truly yours,

SIGNATURE\_\_\_\_\_

### **ORDER CARD FOR CUSTOMERS.**

114. Order cards can be placed in shipments for use of customers in ordering.

Name of Shipper .....
Address .....
Enclosed please find ..... (check) to the amount of \$.....
Please send following:
..... dozen eggs.... @.... ..... Total
..... pounds butter ...@.... ..... Total
Miscellaneous:
..... @..... ..... ..... @..... ..... (Parcel Post, etc.)
Send by .....
Send to .....
Street .....
City .....
State .....

### **CUSTOMER'S ENVELOPES.**

115. Envelopes bearing shipper's address should be plac-

ed in all shipments to be used for future ordering, or remittance, insuring delivery.

From :.....

.....

## JOHN JONES.

## Berry Center,

## Iowa.

## INVOICE FORMS.

116. Invoice forms for use of bills or sending bills of goods that persons may check after receiving them:

..... (Town) .....

(Shipper) (State)

..... (Town) (State) (Date)

Sold to .....

(Town \_\_\_\_\_) State \_\_\_\_\_

Quantity	Description	Price	Amount
----------	-------------	-------	--------

## **STATEMENT FORM.**

**117. To be used in collections:**

# STATEMENT

(Name)

(Date)

(Address)

(Account with)

(Address)

**RECORD BOOK FOR MAILING LIST.**

118. A memorandum book indexed through is the best record or mailing directory that can be used. In recording names, write the Sir name first, followed by the given name.

No not fail to copy street address, town and state under each, as the location means more than the name in delivering parcels.

Example: John Adams—write Adams, John, under letter "A" in the directory.

Wm. Wheeler—write Wheeler, Wm., under letter "W". Don't fail to write the name after each address.

### FILING ORDERS.

119. A letter file is very necessary to retain letters or original orders for future reference in event questions arise. This should be kept up daily and can be discarded at expiration of month.

All letters should be noted as "Answered", "Filed", etc., giving date.

### BOOKKEEPING.

120. A record of all orders filed and shipped should be kept. This will be a valuable diary.

Sample page:

Address and Name	Date of Order	Date Shipped	Amount Received	Expense Postage,etc	Net Rec'd	Claims	Packed By

Any kind of book can be made into this form. Records of receipts, expense, balance, etc., can be made.

Sample page of book used to keep expense account:

Date	NAME	Description	Amt.	Price	Total Paid Out	Balance On Hand

To strike a balance, figure the total amount of the articles at the price paid and add amount paid out, which should compare. To prove, carry balance on hand column filled, then you must be correct at all times. In putting money in, simply add balance to on hand in marginal column.

### **MARKING OR ADDRESSING PACKAGES.**

121. As above mentioned, no package will be accepted for mailing unless properly addressed, and bearing the sender's name and address preceded by word "FROM". Also if contents are "FRAGILE", "PERISHABLE", etc., it should be so marked to insure proper handling.



The same caution should be observed in sending parcels by express. Tags should not be used, as they are liable to become detached and your shipment will get lost.

### **EGG PASTER AND CAUTION LABELS.**

122. These pasters MUST be used on packages containing eggs:

**E G G S**

**EGGS This Side Up**  
**HANDLE WITH CARE !**

**PASTER LABELS RECOMMENDED.**

123. Example for label:

<b><i>If Unable to Deliver Please Notify Sender</i></b>	
From .....	.....
VIA PARCEL POST	
For _____	(Name) _____
..... (Street)	
..... (City and State)	
..... HANDLE WITH CARE.	

**PERISHABLE LABELS.**

124. These labels must be used on all shipments that are subject to loss in event of delay and to affect quick delivery.

**CONTENTS LABELS.**

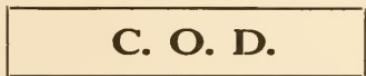
125.



Perishable labels (No. 2) showing contents insures the package against inspection.

**C.O.D. LABELS.**

126. These labels should be placed on packages sent C. O. D.



**C.O.D. PASTER.**

127. C.O.D. pasters to be used in specifying amount to be collected:

C.O.D.	
Amount due .....	
Fee .....	
Total .....	

In filling out only specify the amount you desire collected. The last two spaces are to be filled out by the Post Office Department.

**CHAPTER NINE—CONCLUSION.****AN OPPORTUNITY.**

128. Today is the producer's opportunity. There is not a person in this nation who produces something, that cannot select some item from the foregoing list and specialize upon it. Thereby making an independent living and money besides.

Quality should be the watchword. It is the merit of an article which sells it. An article of no merit has no sale.

Children born in this world must gain strength to sit alone, then creep and finally walk and accomplish things. So, with every man in business today, too many have not learned to creep.

Many people will read this little book, cast it aside and go on plodding, weary of their tough lot in life. Some will read the book and see an opportunity. They will chance a dollar or two in advertising—and just that sure they will gain strength in the financial side of their life.

The most successful business men of our country spend

millions of dollars annually for advertising. Does it pay? It is the key that unlocked the door to their fortune. It is the key which you, producer, must use to find a better door for your products.

Through the medium of advertising, not on an extensive scale, doing your own manufacturing and letting the common carriers do the work of delivering, you are able to conduct any line of business you choose and become independent without a great investment at one time.

It takes PUSH just as any other business takes PUSH. Those who push first and hardest are the ones who will succeed best.

## TABLE OF CONTENTS.

---

### CHAPTER ONE.

	Page
Preface .....	1
Introductory .....	2
Results of Experiments .....	3
Meaning of From Producer to Consumer .....	4
Meaning of Parcel Post .....	4
Meaning of Express .....	4
Gaining Customers .....	4
Friends and Relatives Aid .....	5
Newspaper Aid .....	5
Interest of Newspapers .....	5
Results of Advertising .....	5
Orders Received from Ads. ....	6
Where and When to Advertise .....	7
Cost of Advertising .....	7
Writing Ads. ....	7
Spending Money for Advertising .....	8

### CHAPTER TWO—EGGS

	8
The Old and New Way of Marketing .....	8
Quality .....	9
Treatment of Customers .....	9
Letters From Satisfied Customers .....	9
Speculators .....	10
Cash With Order .....	10
Accounts .....	10
Egg Laws and Instructions .....	10
Suggestions to Producers .....	11
Where and How to Keep Eggs .....	12
Cause of Bad Eggs .....	12
How to Assort Eggs .....	12
Candling Eggs, How to Make Candler .....	13
Candling .....	13

	Page
Egg Containers for Shipping .....	14-15
Packing Containers .....	16
Addressing Containers .....	16
Increasing Size of Containers .....	16
Cases at Half Price .....	16
When to Ship by Express .....	16
Insured Eggs .....	16
Special Delivery .....	17
Eggs Sent C.O.D. .....	17
Complaints Concerning Delivery .....	17
Mailing or Shipping by Express .....	17
Purchasing Eggs From Market Quotations .....	17
Eggs for Hatching .....	17-18
Conclusion on Eggs .....	18

### CHAPTER THREE—BUTTER MAKING. 18

Butter Making .....	18
Churn .....	18
Temperature of Cream .....	18
Care of Cream Before Churning .....	18
To Make Butter Gather .....	19
Separators .....	19
Rinsing Down Churn .....	19
Mixing Bowl .....	19
Removing Butter From Churn .....	19
Working or Mixing Butter .....	19
Over Salting .....	20
Printing .....	20
Wrapping Prints .....	20
Cartons for Butter .....	21
Packing for Mailing .....	21
Expressing Butter .....	21
Branding .....	21
Profitable Butter Making .....	22

### CHAPTER FOUR—POULTRY. 23

Shipping Poultry to Market .....	23
Instructions for Shipping Poultry .....	23
Purchasing Poultry From Market Quotations .....	23
Filling of Coops .....	24

	Page
Shipping via Express and Freight .....	24
Shippers Don'ts .....	24
How to Make Coops .....	24
Re-using of Containers .....	25
Shipping Orders .....	26
Valuation of Shipments .....	26
Invoice .....	26
Sealing Shipments .....	26
Return of Empties .....	26
Claims for Losses .....	26
Diseased Poultry .....	26
Shrinkage .....	26
Best Market Days .....	26
Holiday Markets .....	26
Dressing Chickens for Market .....	26
Dressing Turkeys .....	27
Dressing Ducks and Geese .....	28
Dressing Capons .....	28
Dressing Calves .....	28
Packing for Mailing and Markets .....	28
Marking Boxes and Barrels for Shipment .....	29
Marking Containers via Mail .....	28
Day Old Chicks .....	29
Shipping Day Old Chicks .....	29
 CHAPTER FIVE—FRUITS AND VEGETABLES      30	
Cherries and all Similar Fruit .....	30
Apples and Pears .....	30
Vegetables .....	31
 CHAPTER SIX—MISCELLANEOUS      31	
Walnuts, Chestnuts, etc. ....	31
Beeswax, Popcorn and Fruit .....	32
Pigeons .....	32
Cheese .....	32
Feathers .....	32-33
Any Kind of Shipment .....	33
Mailable Articles .....	34
Non-Mailable Articles .....	35

PRODUCER'S MARKETING AND INSTRUCTION GUIDE. 53

	Page
Supplies and Information .....	35
Legal Weights and Measures .....	36
 <b>CHAPTER SEVEN—PARCEL POST REGULATIONS. 36</b>	
What Constitutes Pareel Post of Fourth Class Mail .....	36
Rates .....	36-37-38
Preparation of Packages .....	39
Insured Packages .....	39
C.O.D. Packages .....	40
Special Delivery Packages .....	40
Letters Attached to Packages .....	40
 <b>CHAPTER EIGHT—BOOKKEEPING AND FORMS TO BE USED. 40</b>	
Letters of Assistance to Friends .....	40
Calling Cards .....	41
Price Quotation Cards .....	41
Acknowledgment of Order Card .....	42
Envelopes Bearing Shipper's Address .....	45
Order Cards for Customers .....	42
Invoice Forms .....	43
Statement .....	44
Record Book for Mailing List .....	44
Filing Orders .....	45
Bookkeeping .....	45
Marking or Addressing Packages .....	46
Egg Paster and Caution Labels .....	46
Paster Labels Recommended .....	47
Perishable Labels .....	47
Contents Labels .....	47
C.O.D. Labels .....	47
C.O.D. Paster .....	48
 <b>CHAPTER NINE—CONCLUSION. 48</b>	
An Opportunity .....	48



The following manufacturers have furnished cuts for illustrations in this book. Producers should write any or all of them for prices on their goods. They manufacture a full line of parcel post supplies.

Tywacana Mfg. Co., Farmingdale, L. I., N. Y.

Hinde & Dauch Paper Co., Sandusky, Ohio.

U. S. Corrugated Fibre Box Co., Indianapolis, Ind.

The Hartley Folding Box Co., Detroit, Mich.

J. C. Bulis & Co., St. Louis, Mo.

LIBRARY OF CONGRESS



0002780410A

